**WILLOW AVALON SHARES “HONEY AIN’T NO SWEETER”**

**LISTEN** [**HERE**](https://willowavalon.lnk.to/honey)

**LEAD SINGLE “STRANGER” CURRENTLY SPINNING ON SIRIUSXM**

**WILLOW NAMED TO 2024 ‘ARTIST ACCELERATOR’ PROGRAM**

**BY SIRIUSXM + PANDORA**

**BOTH SONGS LIFTED OFF GEORGIA-BORN, NY-BASED ARTIST’s DEBUT EP *STRANGER* - DUE OUT FEBRUARY 29 VIA ATLANTIC RECORDS/ASSEMBLE SOUND**

**SUPPORTING BRISTON MARONEY ON SELECT US DATES +**

**PLAYING HANGOUT MUSIC FESTIVAL THIS SPRING**



*download hi-res press photo* [*HERE*](https://warnermusicgroup.box.com/s/w81twi2u09gaz8jldaja40acpibww97i)*; credit: Kristin Karch*

*“Channelling trans-generational trauma into superlative pop… Avalon’s songwriting bears the hallmarks of resilience and a life lived, hitting melancholic sweet spots with a grandiose flourish that recalls Stevie Nicks, Jackson Browne and Reba McEntire.”* – **THE LINE OF BEST FIT**

*“Viral sensation”* – **AMERICAN SONGWRITER**

January 11, 2024 – Emerging singer-songwriter Willow Avalon has kicked off 2024 with the release of her brand new single, “**Honey Ain't No Sweeter**.” The song arrives with a visualizer starring the Georgia-born, NY-based artist and marks her latest release for **Atlantic Records/Assemble Sound** – **listen** [**here**](https://willowavalon.lnk.to/honey).

Today’s release marks the second offering from Willow’s forthcoming debut EP, ***Stranger***, recorded with a group of close friends and collaborators at Greenwich Village’s famed **Electric Lady Studios**, and due out **February 29**, **2024**. It follows eponymous lead single “**Stranger**,” which debuted to instant acclaim this past fall – **listen** [**here**](https://willowavalon.lnk.to/stranger) + **watch the official lyric video** [**here**](https://www.youtube.com/watch?v=gV8-VyRKDLE).

In November 2023, “Stranger” became the **#1 most played song** on **SiriusXM**’s **The Spectrum**, **#2 most played song** on **Hits1 Radio**, and was also quickly put into rotation on **Advanced Placement** via **Alt Nation**. The single received **over 10K Shazams within its first 6 weeks of release**, and laid the foundation for Willow’s recent announcement as the next ‘**Artist Accelerator**’ by **SiriusXM** + **Pandora**.

Hailed as *“a sharply melancholic lament on connection that channels trans-generational trauma”* by **The Line of Best Fit** and recently spun by Apple Music’s **Zane Lowe**, “Stranger” was a stunning introduction to the world of Willow Avalon, one that pairs vulnerable lyrics with infectious melodies and folk-tinged instrumentation.

At the end of February, Willow will embark upon her first set of **2024 US tour dates**, supporting **Briston Maroney** throughout Georgia, Alabama, and Texas. Later this spring, she’ll make her **festival debut** at **Hangout Music Festival** in Gulf Shores, AL. All upcoming dates are enclosed below.

**Of today’s single release, “Honey Ain’t No Sweeter,” Willow shares:**

*“‘Honey’ is a really special song to me. I wrote it in Marfa, Texas on a dusty porch, sitting in an old rocking chair, in the middle of a wild love whirlwind I had just been thrown into – involving a country singer and his legendary country music/arts family.*

*I was in Marfa with him for his grandparents’ 50th wedding anniversary shortly after we met. Steve Earle played a short but sweet set in an old town hall to start off the celebration, followed by performances from one legend after the next. There was such a creative energy there, and my heart felt so full; the song just came out. I think I wanted to explain to my new love that I wanted this – that I wanted love and that quite literally ‘the grass ain’t always greener, honey ain’t no sweeter, on the other side,’ and that what we had was a good thing worth the risk.”*



*download hi-res artwork* [*HERE*](https://warnermusicgroup.box.com/s/irvt7fqcrruy6xwi9mklsbsckaiii18q)

“Honey Ain’t No Sweeter” and “Stranger” follow two reworks of Willow’s viral single “**Drivin**,” which arrived in summer 2023 – listen to “**Drivin (feat. Field Medic)**” [**here**](https://willowavalon.lnk.to/DrivinFieldMedic) + “**Drivin (feat. Runnner)**” [**here**](https://willowavalon.lnk.to/DrivinRunnner). The former was accompanied by a **dreamy video**, starring Willow and Field Medic performing the song from the back of a car as it drives down a desert highway at golden hour (**watch** [**here**](https://www.youtube.com/watch?v=EsQN9d2ccjM)).

Self-released while Willow was living in LA, the original recording of “**[Drivin](https://open.spotify.com/track/3BTDqzeIsW7Q3VBJmQUxbP?si=00439e51ee2444cb)**” was named to Spotify’s **Best Indie Songs of 2022**, quickly put into rotation on NPR affiliate station **KCRW**, and met with immediate critical acclaim, with **The Line of Best Fit** proclaiming: *“Avalon channels a Steve Nicks-like songwriting prowess.”*

Raised on soul legends like Roberta Flack and Sly Stone, Willow got her start playing in rock bands near her tiny Georgia hometown. “It’s got one stop sign, a biker bar that doesn’t allow women, a Baptist church, a liquor store that got run out by the Baptist church, and that’s about it,” says Willow, who also spent much of her childhood working on old cars. By age 14 she’d landed a gig opening for Drive-By Truckers in nearby Athens, a revelatory moment in her journey as a musician. “I remember seeing how their music touched every single person in the room, and I realized I wanted to do that too,” she recalls.

Now based in New York, Willow has balanced EP sessions at Electric Ladywith frequent viral moments on [TikTok](https://www.tiktok.com/%40willowavalon) and [Instagram](https://www.instagram.com/willowavalon/?hl=en), gaining overnight fame via a massively viral late-2022 video in which she gave a tour of her Hell’s Kitchen apartment, showing off her now-departed pet possum Bowie (whom Willow often dressed in sweaters and cowboy hats) along with such thrifted treasures as a set of medical encyclopedias from the ’40s, a Stainer violin with a rattlesnake tail stuck inside, and the antique typewriter on which she writes many of her lyrics. Willow boasts over **400K followers** across socials and over **60M views** on her original shortform content, which effortlessly showcases her vintage style, eclectic apartment, and confessional-style songwriting.

**UPCOMING TOUR DATES:**

# Supporting Briston Maroney

\* Festival Appearance

**FEBRUARY**

29 – Athens, GA @ Georgia Theatre #

**MARCH**

1 – Atlanta, GA @ The Masquerade #

2 – Birmingham, AL @ Iron City Bham #

4 – Dallas, TX @ House of Blues #

5 – Houston, TX @ White Oak Music Hall #

6 – Austin, TX @ Emo’s #

**MAY**

17-19 – Gulf Shores, AL – Hangout Music Festival \*

###

**ABOUT WILLOW AVALON:**

A rural-Georgia native whose first word was Elvis, Willow Avalon grew up playing piano in church, taught herself guitar at age 12, and soon started writing songs as a form of escape and salvation. After leaving home at 15 and briefly living in her car, the 25-year-old singer-songwriter made her way to California and eventually settled in New York City, where she resides in a Hell’s Kitchen apartment transformed into her own outlandish wonderland. Newly signed to Atlantic Records – thanks in part to the breakout success of her self-released single “Drivin” – Willow is set to deliver her debut EP *Stranger* on February 29, 2024, a perfect introduction to her infinitely charmed and wildly unpredictable world.

**CONNECT WITH WILLOW AVALON**

[INSTAGRAM](https://www.instagram.com/willowavalon/?hl=en) | [TIKTOK](https://www.tiktok.com/%40willowavalon) | [YOUTUBE](https://www.youtube.com/%40willowavalon/featured)

**FOR ALL PRESS INQUIRIES, PLEASE CONTACT**:

Libby Kober | Libby.Kober@atlanticrecords.com